

American Express Partnerships

Survey for Banco Commercial do Portugues

As part of a global research study to evaluate the rationale and benefits of partnerships between Visa Members and American Express, we would like to learn your opinions of the partnership between Banco Commercial do Portugues and American Express.

1. What strengths or extra benefits does American Express offer that initially attracted Banco Commercial to enter into a partnership with them?
 - Exclusive franchise within Portugal
 - Strategic alliance (path followed by BCP in all of their business units)
 - Financial agreement (copy of which is available in the Madrid office)
 - Acquiring rights (There is only one Acquirer for Visa and Mastercard in Portugal - Unicre)
2. Can you describe the division of responsibilities or requirements that exist in the partnership between Banco Commercial and American Express? (i.e., what is the Member required to do to fulfill the terms of the contract?)
 - See contract - contact Madrid office - Jose Maria Ayuso
3. What specific strategic goals or objectives did Banco Commercial set for the new American Express partnership to meet?
 - Acceptance and card issuance targets
4. Have these objectives been met thus far? If not, why not? Where do you see the major gaps?
 - Acceptance has grown significantly - access to Multibanco POS and ATM network was granted by SIBS as BCP is a shareholder in SIBS
 - Card issuance is still slow - but will increase when acceptance level is reached
5. Has the American Express partnership resulted in increased revenues and access to new customer segments for Banco Commercial?
 - I believe so - BCP and BPA can issue Visa, MC and Amex
 - Amex division is run separately from Visa and Mastercard Division (competitive)

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6. Overall, has the American Express partnership produced the kinds of benefits and paybacks Banco Commercial anticipated? Why/why not? What future benefits does the bank anticipate?
- Difficult to anticipate as my contacts at BCP are also kept relatively in the dark re: achievements and financial performance of Amex business to date
7. In your opinion, who has thus far gained more from the new partnership - Banco Commercial do Portugues or American Express? Why?
- In my opinion, Amex has gained more - as Amex is now rel. widely accepted within Portugal
 - I understand that a number of additional banks have been contacted to establish their interest in issuing Amex cards - appears that the exclusive franchise deal is being extended - though under what contractual agreement. I am not aware.